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VIGNETTES

ISSN: 1055-2847

The Agricultural Trade and Marketing Information Center Newsletter

** FINAL ISSUE** No. 32, May 1998 **FINAL ISSUE**

Dear Readers:

As many of you already know, this will be our last issue of *Vignettes*. When I started the newsletter in August 1990, my aim was to develop and compile a publication focusing on activities, upcoming events, new technologies, resources and services of interest to the agricultural marketing and trade community.

As the editor of the newsletter, closing the doors on *Vignettes* is a bittersweet transition for me. I have enjoyed sharing agricultural marketing and trade related information with you. Your kind notes, e-mail messages, and telephone calls commending our efforts meant a lot. You have been a wonderful audience; I thank you for your enthusiastic readership.

Also, I would like to take this opportunity to thank our authors who contributed many high-caliber, timely articles that were essential to *Vignettes*' success. My very special thanks to Rebecca (Becky) Thompson for her creative desk top design and html efforts and to Susan Chapman for her expert editorial service.

Although *Vignettes* will no longer be published, please visit us at the Agricultural Trade and Marketing Information Center's web site: http://www.nal.usda./atmic/

Best wishes to each of you.

Mary E. Lassanyi
Coordinator
Agricultural Trade and Marketing
Information Center

Items of Interest

Bosnian Foreign Investment and Trade Promotion Agency Established

In 1997, the Bosnian Ministry of Foreign Trade and Economic Relations established the *Foreign Investment and International Trade Promotion Agency (BIH FIIT)*. The agency's responsibilities include: business information, research, and development; foreign investment promotion; and international trade promotion. The Dutch Government provided training and support to the staff of BIH FIIT.

For more information contact: Mr. Samir Musovic, Director, BIH FIIT, Musala 9, Sarajevo, Bosnia-Herzegovina; tel: (387-71) 44-43-02; FAX: (387-71) 44-26-32. (Source: Central & Eastern Europe Commercial Update; CEEBIC/DOC.)

Internet Access

Additions and changes to *Agribusiness, Food Industry & Forest Industry Associations on the Internet*:

Dried Fruit and Tree Nut Industry - California
URL: http://www.dfaofca.com/DFA_Home.html

Farmland Industries
URL: http://www.farmland.com

(See Items, page 2)

National Agricultural Library

ATMIC, NAL, ARS, USDA, Room 304
Beltsville, Maryland 20705-2351

Phone: (301) 504-5509
TTY: (301) 504-6856
FAX: (301) 504-6409

(*Items, continued from page 1*)

Flowers Industries
URL: http://www2.flowersindustries.com

Food Processing Machinery and Supplies Association (FPM&SA)
URL: http://www.fpmsa.org

IGA Supermarkets
URL: http://www.igainc.com

International Association of Food Industry Suppliers
URL: http://www.dfisa.org

International Foodservice Manufacturers Association (IFMA)
URL: http://cyberfood.iai.net/Assoc/ifma/index.html#1

National Council of Farmer Cooperatives (NCFC)
URL: http://www.ncfc.org

Wheat Foods Council
URL: http://www.wheatfoods.org

Internet Access for International Business, Economics, Marketing and Trade Information

- **American Standards Institute (ANSI)**
  Provides information on the latest national and international standards-related activities. Web site includes directives; archived documents; guides; and other Internet resources.
  URL: http://web.ansi.org/

- **The Baltics Online**
  Covers Estonia, Latvia, and Lithuania. Includes business news and contacts; international trade opportunities; tourism; and trade fairs and exhibits. URL: http://www.viabalt.ee/

- **Brazil Exporters**
  Developed by DePaula Publishing. Contains information on exporters; services and hotels listings; international trade directories; trade shows; Brazilian importers; company profiles/catalogs; Brazilian business news; and the Brazil Sourcing Magazine. URL: http://www.brazilexporters.com/

- **Federation of International Trade Associations (FITA)**
  Fosters international trade by strengthening the role of local, regional, and national associations throughout North America that have an international mission. For membership information call 1-800-969-3482. URL: http://www.fita.org/fita.html

- **India Trade Shows**
  URL: http://www.indiaintl.com/shows.html

- **Institute of Food Technologists (IFT)**
  Covers information pertaining to improvement of the food supply and its use through science, technology and education. Also includes membership information; publications; media and policy; meetings and expositions; and other resources. URL: http://www.ift.org

(*See Items, page 3*)

(*Items, continued from page 2*)

- **International Food Information Council (IFIC)**
  Includes scientific information on food safety and nutrition; publications; food insight; and additional resources. URL: http://ificinfo.health.org

- **International Trade Assistance Center (ITAC)**
  A division of Howard Community College, Columbia, Maryland. ITAC provides export assistance services for new and experienced exporters, including free export counseling; export-related workshops and courses; marketing information; and market planning and development services. URL: http://www.howardcc.edu/coned/inibec.htm

- **Links to Shipping and Transport**
  Covers transportation resources, including links to railroad, ship and aircraft homepages; seaports information; and transportation institutes. Lists commercial information and shipping and transportation law. URL: http://www.xs4all.n1/~avdberg/ship.htm

- **List of Journals Indexed in AGRICOLA 1998**
  URL: http://www.nal.usda.gov/indexing/lji98

- **National Restaurant Association**
  Provides information on consumer studies; trends in dining out; government affairs; restaurant hotel-motel shows; foodservice training and certification; research; quality control; safety and security; publications; and related internet sites. URL: http://www.restaurant.org/

- **PlanetBiz - Egypt**
  Provides essential information on Egypt. Includes business directory and contact information. URL: http://www.planetbiz.com/country/115.htm

- **PlanetBiz - India**
  Provides essential information on India. Includes links to chambers of commerce and trade promotion organizations. URL: http://www.gcc.net/commerce/asia/india.htm

- **State Exports to Countries and Regions (U.S.)**
  Includes state-by-state data on exports through 1997; state merchandise export tables 1987-97; state export sales by industrial sector 1993-97; and state exports to countries and regions. Special feature includes: state exports to Asia, Canada, European Union, Japan, Latin America and the Caribbean, Mexico and the world. URL: http://www.ita.doc.gov/industry/otea/state/state&re.html

- **Trade India**
  Includes guides on doing business with India; an Indian exporter and importer directory; and current export/import trade news. URL: http://www.TRADE-INDIA.COM

- **U.S. Exports/Imports by Commodity**
  Contains statistics on U.S. exports/imports by commodity; Census of Agriculture, 1982, 1987, and 1992; and other pertinent databases. URL: http://govinfo.kerr.orst.edu/impexp.html

(*See Items, page 4*)

(*Items, continued from page 3*)

- **Women in International Trade (WIIT) - Washington, DC**
  Focuses on enhancing visibility and opportunities for women in the field of international trade. Lists events, officers, members, news, job banks, and links. URL: http://embassy.org/wiit/

- **World Intellectual Property Organization (WIPO)**
  Coverage on *industrial property* includes inventions, trade marks, industrial design, and appellations of origin; coverage on *copyright* includes literary, musical, artistic, photographic and audiovisual works. Also covers treaties; Madrid system; arbitration; domain names; and publications/documents. URL: http://www.wipo.org/

- **World Trade Centers Association**
  Focuses on international trade by bringing together exporters and importers. URL: http://www.wtca.org

Publications

Books/Directories/Guides

- **Caribbean Basin Financing Directory.**
  Washington, DC: Caribbean/Latin American Action, 1997. Free.
  Coverage: Presents an overview on 11 financing sources for private sector projects in the region. It also includes financing types, terms, and conditions, and contact information for each institution.
  Order from: Caribbean/Latin American Action, Washington, DC; tel: 202-466-7464; Fax: 202-822-0075.

European Business Publications listed below, may be ordered from: European Business Publications Inc., PO Box 891, Darien, Connecticut 06820; tel: 203-656-2701; Fax: 203-655-8332.

- **Asia: A Directory and Sourcebook.**
  London: Euromonitor, 1997, 2nd ed., 350p. Cost: $430.00
  Coverage: Essential information on marketing sources of South East Asia; company listings; and statistical data.

- **China: A Directory and Sourcebook.**
  London: Euromonitor, 1998, 350p. Cost: $490.00
  Coverage: Key features include expert analysis of the Chinese region; complete directory of information sources; major commercial organisations; and an extensive statistical fact file.

- **China Marketing Data and Statistics 1998.**
  London: Euromonitor, 1997, 700p. Cost: $390.00
  Coverage: Includes data for 30 provinces and some 400 areas and national statistics for China, Hong Kong and Taiwan.

- **Ireland: A Directory 1998.**
  London: Euromonitor, 1998, 500p. Cost: $150.00
  Coverage: Detailed profiles of over 2,000 major organisations in both the private and public sectors; and an extensive statistical fact file.

- **The World Directory of Trade and Business Associations.**
  London: Euromonitor, 1997, 2nd ed., 350p. Cost: $590.00.

  Coverage: Each entry provides background information on the organisation profiled including aims and objectives; membership and publications. Second edition includes Website addresses.

(*See Publications, page 5*)

(*Publications, continued from page 4*)

- **The World Economic Factbook 1997/8.**
  London: Euromonitor, 1997, 4th ed., 450p.
  Cost: $390.00
  Coverage: Contains detailed political and economic profiles of 207 countries.

- **International Traveler's Guide to Doing Business in Latin America.**
  Morrison, Terry and Conaway, Wayne A.
  Newtown Square, PA., Macmillan Spectrum, 1997, 384p. Cost: $16.95.
  Coverage: Information on the economy, history, legal environment, customs and business styles of each Latin American country.
  Order from: Macmillan Spectrum, Box 136, Newtown Square, Pa. 19073; tel: 610-353-6994; e-mail: 74774.1206@compuserve.com

- **Selling Successfully to Mexico's Business-to-Business Marketplace.**
  Prepared by PH&A, Inc., Coronado, CA., 1998. Brochure. Free.
  Coverage: Outlines a four-step action plan for U.S companies wanting to sell to Mexico; lists Mexico's top import markets.
  Order from: Nathalie Anson, Latin American Div., PH&A, Inc., 1123 Tenth St., Coronado, CA 92118; tel: 619-522-2140; Fax: 619-522-2141; e-mail: phamktg@connectnet.com.

Reports

U.S. General Accounting Office (GAO)

- *Agricultural Exports: U.S. Needs a More Integrated Approach to Address Sanitary/Phytosanitary Issues.* Washington DC: National Security and International Affairs Division, GAO, December 11, 1997, 88p. Report No. GAO/NSIAD-98-32.

- *Agriculture Trade Agreements, Selected Implementation Issues.* Washington, DC: National Security and International Affairs Division, GAO, February 12, 1998, 12p. Report No. GAO/T-NSIAD-98-106.

- *Export Promotion, Issues for Assessing the Governmentwide Strategy.* Washington, DC: National Security and International Affairs Division, GAO, February 26, 1998, 13p. Report No. GAO/T-NSIAD-98-105.

- *Overseas Investment: Issues Related to the Overseas Private Investment Corporation's Reauthorization.* Washington, DC: National Security and International Affairs Division, GAO, September 8, 1997, 47p. Report No. GAO/NSIAD-97-230.

For ordering information contact: U.S. General Accounting Office, PO Box 6015, Gaithersburg, MD 20884-6015, tel: 202-512-6000; Fax: 301-258-4066; TDD 301-413-0006; URL: http://www.gao.gov.

Newsletters

- ***CUBANEWS.***
  Published by the Miami Herald Publishing Co. Monthly. Cost: $250.00.
  Coverage: Information on economic, political and commercial trends in Cuba.
  Order from: Miami Herald Publishing Co., One Herald Plaza, Miami, FL 33132-1694. Tel: 305-376-3324; Fax: 305-995-8026; outside Miami 1-800-376-3324; e-mail: cubanews@herald.com.

- ***GLOBAL FOOD MARKETER***
  Published by the Mid America International Agri-Trade Council (MIATCO). Six issues per year.
  Coverage: News on food safety; trade barriers; regional and country updates; exporting opportunities around the world.
  For ordering information contact: MIATCO, 400 West Erie St., Ste. 100, Chicago, IL 60610-4041; Fax: 312-944-1144; e-mail: info@miatco.org. Web site: http://www.miatco.org.

(See Publications, page 6)

(*Publications, continued from page 5*)

Articles of Interest

- "Canada: NAFTA's Payoff in the Pantry."
  Schroeder, Lee R.
  AgExporter X (2):8-10, February 1998.

- "Columbian Market Opens Wide to U.S. Agricultural Products."
  Rosenbloom, David
  AgExporter X (4):4-9, April 1998.

- "EU Seafood Shortfall Shores Up Market Opportunities."
  Borremans, Danielle
  AgExporter X (3):14-15, March 1998.

- "Fact File: Export Highlights for Fiscal 1997."
  AgExporter X (3):20-22, March 1998.

- "France's Baby Food Boom."
  Sharpless, Mattie R. And Gauthier, Roselyne
  AgExporter X (2):18-19, February 1998.

- "Jojoba Oil Producers Find Gold in German and Taiwan Markets."
  Frimmersdorf, Markus and Perng, Chiou Mey
  AgExporter X (4):21-22, April 1998.

- "Peru Pulls Off Market Success Story."
  Nolte, Gaspar E. and Vizcarra, Maria Eugenia
  AgExporter X (4):10-12, April 1998.

- "Re-Orienting China to Western-Style Foods."
  Includes several articles by various authors.
  AgExporter X (3):4-12, March 1998.

- "Snacking on Success: Snack Food Exports Claim Another Record."
  AgExporter X (4):17, April 1998.

- "Update: Mexico's New Labeling Standards."
  Stockard, Lewis
  AgExporter X (2):13-14, February 1998

The entire *May 1998* issue of the *AgExporter Magazine* is devoted to articles on the U.S. dairy industry.

The *AgExporter Magazine* is published by the Foreign Agricultural Service, U.S. Department of Agriculture, Washington DC.

Order from: National Technical Information Service, Subscription Section. Springfield, VA. 22161. Tel: 703-487-4630; TTD: 703-487-4639. Call for prices.

Conferences/Meetings/Trade Shows

Trade Shows

International Food and Beverage Shows and Sales Missions are sponsored by the USDA's Foreign Agricultural Service. For additional information please contact: USDA Trade Show Office, Foreign Agricultural Service, AgBox 1052, Washington, DC 20250-1052. Tel: 202-690-1182; Fax: 202-690-4374; and/or the contact listed under a specific trade show. Trade Shows can also be viewed on the FAS Web Site: http://www.fas.usda.gov/agexport/shows/tshow.html.

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June 1- 5 — **Trade Mission to Costa Rica and Panama**, San Jose, Costa Rica and Panama City, Panama. Contact: Lita Echiverri, USDA, tel: 202-720-2075; Fax: 202-690-4374; e-mail: Echiverril@fas.usda.gov.

(*See Meetings, page 7*)

(*Meetings, continued from page 6*)

June 10 -12 — **Exphotel'98,** Cancun, Mexico. Contact: Ms. Lourdes Guzman, P.O. Box 3087, Laredo, TX 78044-3087; tel: 011-525-202-0168; Fax: 011-525-202-0528; e-mail: usatomex@cycom.net.mx or Gary Fountain, FAS/USDA, tel: 202-720-7417; Fax: 202-690-4374; e-mail: fountain@fas.usda.gov.

September 27-30 — **USDA Trade Mission to Nizhniy Novgorod, Russia,** immediately following the **World Food Moscow'98** show. Contact: Bob Walker, Director, Agricultural Trade Office, Moscow; tel: 7-095-956-4103; Fax: 7- 095-255-9951; e-mail: atoffice@corbina.ru or Gary Fountain, FAS/USDA, tel: 202-720-7417; Fax: 202-690-4374; e-mail: fountain@fas.usda.gov.

1999

February 14-16 — **Canadian Food & Beverage Show**, Toronto, Ont., Canada. Contact: Canadian Restaurant and Food Services Association, Ms. Paula Lunney, tel: 416-923-8416; Fax: 416-923-6164; e-mail: PMLunney@netcom.ca or Lyle Sebranek, Minister Counselor, American Embassy, Ottawa, 100 Wellington St., KIP 5T1; tel: 613-238-5355; Fax: 613-233-8511; e-mail: usagr@istar.ca.

Spring 1999 — **SALIMA**, Prague, Czech Republic. One of the largest food trade shows in Central Europe. Contact: BVV, Vystaviste 1, 64700 Brno, Prague, Czech Republic; tel: 011-4205-4115-1111; Fax: 011-4205-4115-3070 or Allan Mustard, Counselor, American Embassy, Prague, Hybernska 7A, 117 16 Praha 1, Czech Republic; tel: 011- 422-242-330-82; Fax: 011-422- 2421-9965; e-mail: 101776.2605@compuserve.com.

Other Trade Shows

1998

June 16-19 — **Food Expo**, Hubei Stadium Exhibition Centre, Wuhan City, Hubei Province, China. Contact: Pacific Rim Council of International Affairs, 1111 Corporate Center Drive, #301, Monterey Park, CA 91754; tel: 213- 262-9589 or 818-281-9088; Fax: 213-262-0798 or 818-281-7189.

August 16-18 — **GrowTech 98/International Trade Exhibition and Conference, Grow Tech Produce 98 and GrowTech Flowers 98,** Miami Beach Convention Center , Miami Beach, FL. Contact: tel: 978-922-7707; Fax: 978-922- 1191; e-mail: raiboston@msn.com; URL: http://www.rai.NL/

August 21-23 — **Texas Fiery Foods Show**, Palmer Auditorium, Austin, TX. Contact: tel: 830-379-2181; Fax: 830-379-1561; e-mail: doshab@texasfieryfoods.com; URL: http://www.texasfieryfoods.com.

September 23-25 — **Asian Seed '98**, Westin Philippine Plaza, Manila, Philippines. Contact: Asia & Pacific Seed Association, tel: 011-66-2-940-5464; Fax: 011-66-2- 940-5467; e-mail: apsa@apsaseed.com; URL: http://apsaseed.com/s98intro.htm.

(*See Meetings, page 8*)

(*Meetings, continued from page 7*)

September 30-
October 4 — **World Dairy Expo**, Dane County Expo Center, Madison, WI. Contact: tel: 608-224-6455; Fax: 608-224-0300; e-mail: wde@wdexpo.com; URL: http://www.world-dairy-expo.com.

October 22-23 — **Coffee: From Tree to Cup & Coffee: The Commodity**, Roosevelt Hotel, New York, NY. Contact: Show Management, tel: 212-344-5596; Fax: 212-425-7059; e-mail: info@coffeescience.org; URL: http://www.coffeescience.org.

1999

January 19-22 — **Canadian International Farm Equipment Show**, International Centre, Toronto, Canada. Contact: tel: 705-741-2536; Fax: 705-741-2539; e-mail: cifes@dawnmorris.on.ca; URL: http://www.dawnmorris.on.ca.

March 23-25 — **AFIA * AGRO de las Americas**, Jalisco, Mexico. International expo for agriculture and livestock. Contact: tel: 818-591-2255; Fax: 818-591-2289; e-mail: itiincusa@aol.com; URL: http://www.afia-agro.com.

Vignettes is issued quarterly by the Agricultural Trade and Marketing Information Center (ATMIC) at the United States Department of Agriculture (USDA), Agricultural Research Service (ARS), National Agricultural Library (NAL). The newsletter is available free upon request from ATMIC, NAL, Room 304, 10301 Baltimore Ave., Beltsville, MD 20705-2351. *Vignettes* also is accessible on the Internet at http://www.nal.usda.gov/atmic/publist.htm

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Beltsville, MD

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